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## Complete if Known

INFORMATION DISCLOSURE  
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Sheet 1

of 2

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|------------------------|--------------------|
| Application Number     | 10/655,549         |
| Filing Date            | September 4, 2003  |
| First Named Inventor   | David William Roth |
| Art Unit               | 3622               |
| Examiner Name          | James W. Myhre     |
| Attorney Docket Number |                    |

## U. S. PATENT DOCUMENTS

| Examiner Initials* | Cite No. | Document Number                          |           | Publication Date<br>MM-DD-YYYY | Name of Patentee or<br>Applicant of Cited Document | Pages, Columns, Lines, Where<br>Relevant Passages or Relevant<br>Figures Appear |  |
|--------------------|----------|--|-----------|--------------------------------|--|---|--|
|                    |          | Number-Kind Code <sup>2</sup> (if known) |           |                                |  |   |  |
| /J.M./             | AA       | US-                                      | 5,347,632 | 09-13-1994                     | Filepp et al.                                      |   |  |
|                    | AB       | US-                                      | 5,737,619 | 04-07-1998                     | Judson   |   |  |
|                    | AC       | US-                                      | 5,754,938 | 05-19-1998                     | Herz et al.  |   |  |
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|                    | AE       | US-                                      | 5,774,868 | 06-30-1998                     | Cragun et al.                                      |   |  |
|                    | AF       | US-                                      | 5,794,219 | 08-11-1998                     | Brown  |   |  |
|                    | AG       | US-                                      | 5,887,133 | 03-23-1999                     | Brown et al.                                       |   |  |
|                    | AH       | US-                                      | 5,918,014 | 06-29-1999                     | Robinson   |   |  |
|                    | AI       | US-                                      | 5,933,811 | 08-03-1999                     | Angles et al.                                      |   |  |
|                    | AJ       | US-                                      | 5,948,061 | 09-07-1999                     | Merriman et al.                                    |   |  |
|                    | AK       | US-                                      | 5,991,735 | 11-23-1999                     | Gerace   |   |  |
|                    | AL       | US-                                      | 5,999,912 | 12-07-1999                     | Wodarz et al.                                      |   |  |
|                    | AM       | US-                                      | 6,385,592 | 05-07-2002                     | Angles et al.                                      |   |  |
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## FOREIGN PATENT DOCUMENTS

| Examiner Initials* | Cite No. <sup>1</sup> | Foreign Patent Document   | Publication Date MM-DD-YYYY | Name of Patentee or Applicant of Cited Document | Pages, Columns, Lines, Where Relevant Passages or Relevant Figures Appear | T <sup>4</sup> |
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| Examiner<br>Signature | /James Myhre/ | Date<br>Considered | 04/16/2008 |
|-----------------------|---------------|--------------------|------------|

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STATEMENT BY APPLICANT**

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Sheet 2

of

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**Complete if Known**

|                        |                   |
|------------------------|-------------------|
| Application Number     | 10/655,549        |
| Filing Date            | September 4, 2003 |
| First Named Inventor   | David W. Roth     |
| Art Unit               | 3622              |
| Examiner Name          | James W. Myhre    |
| Attorney Docket Number |                   |

**U. S. PATENT DOCUMENTS**

| Examiner Initials* | Cite No. | Document Number                          |           | Publication Date<br>MM-DD-YYYY | Name of Patentee or<br>Applicant of Cited Document | Pages, Columns, Lines, Where<br>Relevant Passages or Relevant<br>Figures Appear |
|--------------------|----------|--|-----------|--------------------------------|--|---|
|                    |          | Number-Kind Code <sup>2</sup> (if known) |           |                                |  |   |
| /J.M./             | BA       | US-                                      | 4,703,423 | 10-27-1987                     | Bado et al.  |   |
|                    | BB       | US-                                      | 4,789,928 | 12-06-1988                     | Fujisaki   |   |
|                    | BC       | US-                                      | 5,105,184 | 04-14-1992                     | Pirnai et al.                                      |   |
|                    | BD       | US-                                      | 5,305,195 | 04-19-1994                     | Murphy   |   |
|                    | BE       | US-                                      | 5,515,270 | 05-07-1996                     | Weinblatt  |   |
|                    | BF       | US-                                      | 5,584,025 | 12-10-1996                     | Keithley et al.                                    |   |
|                    | BG       | US-                                      | 5,684,963 | 10-04-1997                     | Clement  |   |
|                    | BH       | US-                                      | 5,710,884 | 01-20-1998                     | Dedrick  |   |
|                    | BI       | US-                                      | 5,721,827 | 02-24-1998                     | Logan et al.                                       |   |
|                    | BJ       | US-                                      | 5,724,521 | 03-03-1998                     | Dedrick  |   |
| /J.M./             | BK       | US-                                      | 5,740,549 | 04-14-1998                     | Reilly et al.                                      |   |
|                    | BL       | US-                                      | 5,745,882 | 04-28-1998                     | Bixler et al.                                      |   |
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**NON PATENT LITERATURE DOCUMENTS**

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| /J.M./             | CA                    | Brook, John Evans, "Web sites sell ad space through auction--Despite industry skepticism, Individual Inc. and Netscape try out new strategies", Interactive Age, v2, n20, p. 5, 2 pages Jul. 1995   |                |
| /J.M./             | CB                    | Article by Toland, P., entitled "CNET: The Computer Network Unveils Revolutionary Internet Advertising Tool That Allows Customer Banner Ad Delivery Based on Demographic Information", PR Newswire, Dateline: San Francisco, Dec. 8, 1995 (3 pages).            |                |
| /J.M./             | CC                    | "Sites Dip Into Cookies to Track User Info", 2 pgs, Obtained from Internet site <a href="http://www.webweek.com">http://www.webweek.com</a> printed from Internet Aug. 5, 1996  |                |
| /J.M./             | CD                    | "Cybertimes Start Ups Plot to make the Web Comfortable for Advertisers" 4 pgs Obtained from Internet site <a href="http://www.netgravity.com">http://www.netgravity.com</a> printed from Internet Mar. 28, 1996   |                |
| /J.M./             | CE                    | Click here for DoubleClick Information Request Form et. seq." 77 pgs, Obtained, from Internet site <a href="http://www.doubleclick.net">http://www.doubleclick.net</a> printed from Internet Aug. 4, 1996   |                |
| /J.M./             | CF                    | "Focalink Welcome to Focalink" 34 pgs. Obtained from Internet site <a href="http://www.focalink.com">http://www.focalink.com</a> etc. printed from Internet Aug. 8, 1996  |                |
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| /J.M./             | CH                    | Imgis AdForce Features and Benefits: 12 pgs Obtained from Internet site <a href="http://www.imgis.com">http://www.imgis.com</a> printed from Internet Jul. 28, 1996   |                |
| /J.M./             | CI                    | "Narrowline Announces 'Brought To You By' - An Internet Advertising Transaction System Now Entering Pilot Period", PR Newswire, Dec. 20, 1996, 2 pages  |                |
| /J.M./             | CJ                    | Brian Black, "Giant Steps; Flycast"; Database Programming and Design, Jan. 1997, 4 pages  |                |

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**NON PATENT LITERATURE DOCUMENTS**

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|--------------------|-----------------------|---|----------------|
| /J.M./             | DA                    | Wikipedia, "Ebay", printed from the Internet 11/23/2006, 8 pages  |                |
| /J.M./             | DB                    | Japanese Document, A Multi Agent Approach to Service Integration, Technical Report of the EICE AI-96-23 (1996-11) of Japan, Vol. 96 Issue No. 346, Ueno et al., November 2, 1996 p. 9-16  | ✓              |
| /J.M./             | DC                    | Japanese Document, An Agent-based Approach to Autonomous Vehicles Scheduling, OKI Electric research and development, OKI Electric, Japan, Vol. 63, Issue No. 3, Onoki et al., July 1, 1996, pp. 79-84   | ✓              |
| /J.M./             | DD                    | Japanese Document, Marketing Strategy of E-commerce, Diamond, Japan, YASUDA, Ryuji, December 5, 1996, P. 174  | ✓              |
| /J.M./             | DE                    | Japanese Document, A New Advertising Business Framework in the 1:1 Marketing, Technical Report of the Information Processing Society of Japan, Vol. 37, Issue No. 6, Kohda et al. June 15, 1996, pp. 1235-1236  | ✓              |
| /J.M./             | DF                    | Japanese Document, A Method of Knowledge Escripton for Multi Agent System, Forum in 1996 of JSAI, Japan Society for Artificial Intelligence, Matsuda et al., June 27, 1996 p 131-134  | ✓              |
| /J.M./             | DG                    | Official Notice in corresponding Japanese application dated 2/28/06, 11 pages   |                |
| /J.M./             | DH                    | Official Notice in corresponding Japanese application dated 2/28/07, 7 pages  |                |
| /J.M./             | DI                    | Examiner Requisition in corresponding Canadian application dated 3/5/03, 3 pages  |                |
| /J.M./             | DJ                    | Examiner Requisition in corresponding Canadian application dated 4/19/05, 5 pages   |                |

|                    |               |                 |            |
|--------------------|---------------|-----------------|------------|
| Examiner Signature | /James Myhre/ | Date Considered | 04/16/2008 |
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**INFORMATION DISCLOSURE  
STATEMENT BY APPLICANT**

(Use as many sheets as necessary)

Sheet 3 of 4

| Complete If Known      |                    |
|------------------------|--------------------|
| Application Number     | 10/655,549         |
| Filing Date            | September 4, 2003  |
| First Named Inventor   | David William Roth |
| Art Unit               | 3622               |
| Examiner Name          | James W. Myhre     |
| Attorney Docket Number |                    |

**NON PATENT LITERATURE DOCUMENTS**

| Examiner Initials* | Cite No. <sup>1</sup> | Include name of the author (in CAPITAL LETTERS), title of the article (when appropriate), title of the item (book, magazine, journal, serial, symposium, catalog, etc.), date, page(s), volume-issue number(s), publisher, city and/or country where published. | T <sup>2</sup> |
|--------------------|-----------------------|---|----------------|
| /J.M./             | EA                    | Roth's Transmittal of Preliminary Statement, paper 27, Interference No. 104,443, 19 pages, 8/15/2000  |                |
| /J.M./             | EB                    | Roth's Preliminary Motion No. 1, paper 21, Interference No. 104,443, 13 pages, 8/15/2000  |                |
| /J.M./             | EC                    | Roth's Preliminary Motion No. 2, paper 22, Interference No. 104,443, 24 pages, 8/15/2000  |                |
| /J.M./             | ED                    | Roth's Preliminary Motion No. 3, paper 23, Interference No. 104,443, 18 pages, 8/15/2000  |                |
| /J.M./             | EE                    | Roth's Preliminary Motion No. 4, paper 23, Interference No. 104,443, 13 pages, 8/15/2000  |                |
| /J.M./             | EF                    | Roth's First Declaration of Heidi K. Carson, paper 24, Interference No. 104,443, 36 pages, 8/14/2000  |                |
| /J.M./             | EG                    | Sundby's Opposition to Roth's Motion No. 1, paper 29, Interference No. 104,443, 7 pages, 9/25/2000  |                |
| /J.M./             | EH                    | Opposition to Roth's Motion No. 2, paper 30, Interference No. 104,443, 6 pages, 9/25/2000   |                |
| /J.M./             | EI                    | Opposition to Roth's Motion No. 3, paper 31, Interference No. 104,443, 2 pages, 9/25/2000   |                |
| /J.M./             | EJ                    | Opposition to Roth's Motion No. 4, paper 32, Interference No. 104,443, 3 pages, 9/25/2000   |                |

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| Examiner Signature | /James Myhre/ | Date Considered | 04/16/2008 |
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|--------------------|-----------------------|---|----------------|
| /J.M./             | EK                    | Reply Brief Relating to Roth's Motion No. 1, paper 33, Interference No. 104, 443, 8 pages, 10/17/2000   |                |
| /J.M./             | EL                    | Reply Brief Relating to Roth's Motion No. 2, paper 34, Interference No. 104, 443, 4 pages, 10/17/2000   |                |
| /J.M./             | EM                    | Reply Brief Relating to Roth's Motion No. 3, paper 35, Interference No. 104, 443, 3 pages, 10/17/2000   |                |
| /J.M./             | EN                    | Reply Brief Relating to Roth's Motion No. 4, paper 36, Interference No. 104, 443, 3 pages, 10/17/2000   |                |
| /J.M./             | EO                    | Roth's Motion No. 5, paper 37, Interference No. 104,443, 8 pages, 12/18/2000  |                |
| /J.M./             | EP                    | Sundby's Opposition to Roth's Motion No. 5, paper 41, Interference No. 104,443, 3 pages, 1/2/2001   |                |
| /J.M./             | EQ                    | Order to Dismiss Motion No. 5, paper 40, Interference No. 104,443, 2 pages, 1/2/2001  |                |
| /J.M./             | ER                    | Roth's Notice of Withdrawal of Motions Nos. 1-4, paper 42, Interference No. 104,443, 2 pages, 1/10/2001   |                |
| /J.M./             | ES                    | Judgment, paper 44, Interference No. 104,443, 2 pages, 1/12/2001  |                |
| /J.M./             | ET                    | Examination Report in corresponding European application, dated 8/16/06, 3 pages  |                |

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